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To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>  
"Adams, Ben C." <badams@bakerdonelson.com>  
Date: 1/26/2018 10:17:39 AM  
Subject: FW: Follow up / Recap of MPD Recruit/Retain Initiative meeting

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Just wanted to provide a quick update on the below highlighted items.

At Alex's request, I hosted a "BluePath Stocktake and Exploring TN Reconnect Opportunity" meeting yesterday with Alex and the Southwest Leadership team. In a nutshell:

- A number of BluePath operational issues are now on their way to being resolved; the program has not yet hit its stride operationally but getting there. Both teams happy with progress. Some challenges with the kids not doing well academically which frankly was not unexpected but the supports haven't been put in place as originally anticipated. Hopefully will get resolved in due time.
- Of the 69 PSTs, 11 are BluePath. Apparently the City is paying tuition reimbursement to Southwest for the other 58 or so who didn't qualify for TN promise as they weren't graduating high school seniors. City is "far exceeding" their \$125,000 tuition reimbursement budget per alex on these PSTs! YIKES!!!! TN Reconnect begins in fall 2018 at Southwest, and many, though not necessarily all will qualify, meaning the City won't need to pay for their schooling after that. YAY!!

I hosted a Memphis Brand Initiative call with Doug, Alex and team, with David French and his digital strategist Paul Kirchoff.

- Net result: City has hired Paul to help with immediate rapid acceleration of digital outreach for application cut-off date (today I think it is) for March class; and for longer term digital marketing/recruiting strategy throughout the year.
- Dave French helping ensure tie-in to Memphis brand messaging (especially for millennials) about advantages of Memphis as City recruits nationally

Getting gang Intelligence leader job description from Ray Kelly.

- He's not responded to Bill's emails
- Next step is to get thoughts from IACP. When I call Mitchell (for whom I've set up the private sector meeting) to inquire about agenda for that meeting, I'm going to ask about the gang intelligence job description and see if he can help.

Quarterly officer academy/training class start dates

- I talked to Alex about it yesterday, and with the Southwest leaders, just to get them thinking about how they can be a resource on instructors and/or facilities.
- Alex said IACP working on detailing specific needs – YAY!! – and that we will get that to Southwest as soon as we have. I'm going to ask Mitchell (with IACP) about this too when I call him, just to gauge if it's on their front burner.

Alex to provide budget estimates for 200 PSTs / Ben,Bil,Blair to advocate with Mayor for 200 PSTs in upcoming FY2019 budget

- I've reminded Alex/Doug today that we need a budget estimate and that we are anticipating a meeting with Strickland, her, doug, rallings on a number of matters including this one. She says it's \$40k salary/benefits/tuition per PST (so that will be significantly cheaper when TNReconnect kicks in for most) waiting on her response about the car cost issue.
- Bill, you're handling getting that meeting with the mayor set up.

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From: Blair Taylor

Sent: Thursday, December 14, 2017 10:43 AM

To: Smith, Alexandria <[Alex.Smith@memphistn.gov](mailto:Alex.Smith@memphistn.gov)>; Doug McGowen - City of Memphis - Office of the Mayor ([doug.mcgowen@memphistn.gov](mailto:doug.mcgowen@memphistn.gov)) <[doug.mcgowen@memphistn.gov](mailto:doug.mcgowen@memphistn.gov)>; Ben Adams <[badams@bakerdonelson.com](mailto:badams@bakerdonelson.com)>; 'Fawn Hentrel' <[fhentrel@hro-partners.com](mailto:fhentrel@hro-partners.com)>; Fouche, Fonda <[Fonda.Fouche@memphistn.gov](mailto:Fonda.Fouche@memphistn.gov)>  
Subject: Follow up / Recap of MPD Recruit/Retain Initiative meeting

Here's a quick recap of our next steps from our meeting yesterday:

- Blair to organize "stock take" meeting on Blue Path with leadership team (Southwest, City HR, MPD) to review progress to date and explore adding Blue Path II for adults with some college via TN Reconnect (scholarship companion to TN Promise).
- Blair to organize meeting with David French / Memphis Brand Initiative and Alex/Doug to create marketing and digital strategy for MPD recruitment, utilizing \$300k budget recently appropriated to Alex for this purpose.
- Blair to reach initiate outreach to Ray Kelly by Gibbons to get job profile/qualifications for Gang Intelligence personnel, for consideration by Alex and Rallings as possible PST role.
- Alex to work with MPD to define budget increase required for 200 PSTs (including cars).
- Blair, Ben to advocate for increase to \$200 PSTs. Possible meeting with Mayor Strickland to be arranged by Blair /Ben/Bill.
- Alex/Doug to create detailed performance benchmarking dashboard on sourcing strategies (would incorporate listing all strategies and quantifying both lead generation and lead conversion on each).
- Alex/Fawn to research and provide cost estimate for full use of "Indeed Advanced Resume Search" and "HirePurpose" for lateral and military recruits.
- Alex to create budget narrative (some detail on grant funds are being/will be spent)
- Alex will update grant budget over four years to reflect line item changes (I've attached for everyone's reference the first and then the updated grant agreements which reflect same total grant but adjustments to annual grant amounts)
- Blair will set a follow up meeting with team to specifically discuss barriers and solutions to having quarterly officer recruit classes.

Let me know if I captured everything!

Blair

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